

Subject: RE: GreenKey Materials

From: Richard Tefank </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=61767F9AD211465B9CFA0B9231C8D9CB-N3025>

Date: 1/15/21, 10:22 AM

To: James Burch <JBurch@policefoundation.org>

Hi Jim,

Do you have time for a quick call to discuss this proposal?

Richard

Richard M. Tefank, Executive Director

Board of Police Commissioners

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From: James Burch <JBurch@policefoundation.org>

Sent: Tuesday, January 12, 2021 8:03 AM

To: Richard Tefank <n3025@lapd.online>

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Richard – GreenKey’s technology is used to analyze sentiment in voice interactions. While the sentiment data may be of interest, it can also help us identify phrases and keywords rapidly and potentially tie that to movements, group reaction and incidents. This could provide insights into key interactions that we may not otherwise find with such a large data set in a limited period of time. There could be other metadata analysis as well, such as on-off, location, etc.

GreenKey (GK) scales with modern natural language processing (NLP) techniques - automatic speech recognition and deep-learned transformer-based NLP to surface insights. The analysis includes intents, sentiment, and disfluencies. Attached is the audio of a BWC clip as well as the raw data and analysis report to give you an example. Although this is a sentiment use case, you can see a bit how the technology works.

Marketing videos:

1) Full 20 minute recorded webinar. <https://greenkeytech.com/wp-content/uploads/2020/10/Bodycamaudioanalysis-webinar-fullversion.mp4>

2) 5 minutes of the Demo Only from the webinar: <https://greenkeytech.com/wp-content/uploads/2020/10/Bodycam-audio-analysis-demo.mp4>

3) Youtube marketing video <https://www.youtube.com/watch?v=7-l7uDR3ZYk&feature=youtu.be>

Please don’t let this become a heavy lift – if it’s not possible, we will keep moving. It’s just an idea at this point to harvest some additional data. We could do this on our own or connect LAPD with GK to work it out within your environment.

Jim

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